MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LML 2017 MEDIA LANGUAGE AND STRATEGIC COMMUNICATION

(All sections)

18 OCTOBER 2019
3.00pm – 5.00pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages ONLY.
2. Answer **ALL** questions in sections **A, B and C.**
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [12 MARKS]

Instructions: Answer **ALL** questions.

1. Identify **THREE** (3) basic formats of media and briefly explain each format. (6 marks)

2. Define Euphemism and Taboo. (2 marks)

3. Provide **TWO** (2) examples of taboo and **TWO** (2) examples of euphemism to briefly explain each concept. (4 marks)

SECTION B: STRUCTURED QUESTIONS [18 MARKS]

Instructions: Answer **ALL** questions.

As reviewed in class, ***"Thank You For Smoking"*** is a movie about the world of public relations for "Big Tobacco". As political pressure mounts to reduce smoking among youths, Nick Naylor who is the spokesperson for the tobacco industry, finds it difficult to balance his duties as a spokesperson who is defending the dangerous substance, namely cigarettes, with that of being a good role model for his young impressionable son.

Based on the movie above, answer the following questions:-

1. Explain the concept of Storyboard and its uses. (2 marks)

2. Briefly explain **FOUR** (4) benefits of Storyboarding in film production. (8 marks)

3. Explain **FOUR** (4) themes of representation theory seen from the movie with examples. (8 marks)

Continued...

SECTION C: SHORT ESSAY [20 MARKS]

Instructions: Answer **ALL** questions.

Social media is now one of the most common sources of information across the world. However this is not without pitfalls. Malaysia has been plagued with fake news from unreliable sources and the government aims to prepare a public service announcement with the hope of advising users to be responsible and safe on social media. This includes not disseminating false or unchecked facts across multiple social media platforms and messaging services such as WhatsApp and Telegram.

The credibility of information can now be checked via the government website "Sebenarnya.my". This information portal aims to provide Malaysians with factual information which has been checked and verified.

As part of the campaign organised by the Department of Information, draft a script for a radio public service announcement. The department intends to target youths and young professionals as they are the most affected and most active on social media.

Question

Write a compelling 30-second public service announcement script for radio that fulfills the client's brief by utilising appropriate media language to meet the client's objective. Prepare your script in table format according to the elements of a radio script by including script/dialogue and SFX/music. The script should include the following criteria:-

1. Key message (4 marks)
2. Target audience (4 marks)
3. Time limitation (4 marks)
4. Language (4 marks)
5. Supporting technical elements (4 marks)

End of Paper